

How to be Persistent without being Annoying!

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Successful sales people know how to be persistent without being annoying. Not only do they regularly have something relevant, helpful, informative and entertaining to say, but they know when to say it and how. They find the best reasons to contact a customer at the right time with the right pitch delivered in the right way. Modern 'virtual' marketing has a lot to learn from the traditional face-to-face way of promoting a product or service.

Direct marketers should ask themselves the question: "How would I sell it face-to-face?" then apply similar fundamentals to their other direct marketing strategies. It is not only about what to say, when to say it and how to say it but also about how many times you contact your target to achieve your goals.

Direct marketers shouldn't guess or choose the number of contacts/impacts in a given campaign based on personal feelings, media channels likeness, generic market research information or marketing budgets*. The number of contacts/impacts should be driven by facts including existing sale cycles information in your particular business, how would you or your sales people sell your products and/or services face-to-face and what are the different sales and marketing objectives and processes in your company to achieve a sale.

Persistence is not just about talking to your target as often as you need to in a relevant manner, but also about tracking and analysing interactions and results so you can fix what is not working and invest in what is.

**Marketing budgets will be covered in another ingredient coming your way*